

Umaiyal Sridas

Design-oriented developer interested in enhancing tech products to create seamless experiences.

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Work Experience

Brand Designer at SereniMind

October 2024

Created a full brand identity including logo refinement, color palette creation, typeface establishment, and a condensed web development component library.

Founder of Paper Dosai

May 2024 - Present

Created a wedding stationery and planner business to assist couples with the aesthetics of their wedding and to provide documents that make the planning process easier and more enjoyable.

Key contributions:

- Designing semi-custom and custom wedding stationery suites
- Created a 50+ page wedding planner PDF detailing timeline, aesthetics, vendors, contacts, etc.
- Developed a 30+ page spreadsheet to organize wedding planning details, including budgeting

Software Engineer and Scrum Master at Viasat Inc.

June 2021 - Nov 2023

Developed front and backend components using Javascript/Typescript, React, and Redux for the residential My Viasat website and mobile application, while being scrum master.

Key contributions:

- Developed and assisted in designing the My Viasat Profile page to edit personal information
- Developed Viasat Stream (Disney+) advertisement and refined the purchase flow, resulting in 10,488 sales
- Wrote 22 pages of technical documentation of key features of the My Viasat website
- Created an intuitive workflow board to decrease the number of missed tickets, resulting in an increased team velocity of 22.8 points over 9 sprints
- Acted as a bridge between designers and developers through design and technical discussions

Graphic Design Intern at the University of Illinois Urbana-Champaign

September 2019 - May 2020

Designed event graphics and established a social media presence for ECE ILLINOIS and designed project and research brochures to educate incoming students about possible pathways.

IT Software Engineering and Design Intern at Viasat Inc.

May 2019 - Aug 2019

Designed Viasat 404 error page to reduce unnecessary cost of long customer calls and engineering team infographics to prevent excess cost of testing and rebuilding far into the production process.

Skills

Art & Design

Figma, Illustrator, InDesign, Photoshop, XD, Drawing, Painting, Photography

Software

Javascript/Typescript, React, HTML/CSS, Postman, Jira/Confluence, Github, Android Studio, Python

Education

Master of Professional Studies in User Experience Design

Columbus College of Art & Design: 2025 - 2027

Bachelor of Science in Computer Engineering, Minor in Art & Design

University of Illinois at Urbana-Champaign: 2016 - 2020

Achievements and Certifications

Grace Hopper Conference 2021 Speaker for Viasat: The Intersection of Art and Technology